

We Claim:

1. A method for providing the on-demand addition of graphic and other information to the browser's toolbar of a web surfer, comprising:
 - 5 - providing a plug-in;
 - installing or causing said plug-in to be installed in the browser of said web surfer; and allowing the information to be dynamically added to and/or modified in the toolbar area of said browser by the action of said plug-in.
- 10 2. A system for providing the on-demand addition of graphic and other information to the browser's toolbar of a web surfer, comprising:
 - a service web site connected to the Internet;
 - means provided in said web site to supply to a web surfer in desire of it a plug-in; and
 - 15 - means for dynamically uploading to a browser in which said plug-in has been installed, or for permitting the user of said browser to dynamically download, information to be added to the toolbar area of said browser by the action of said plug-in.